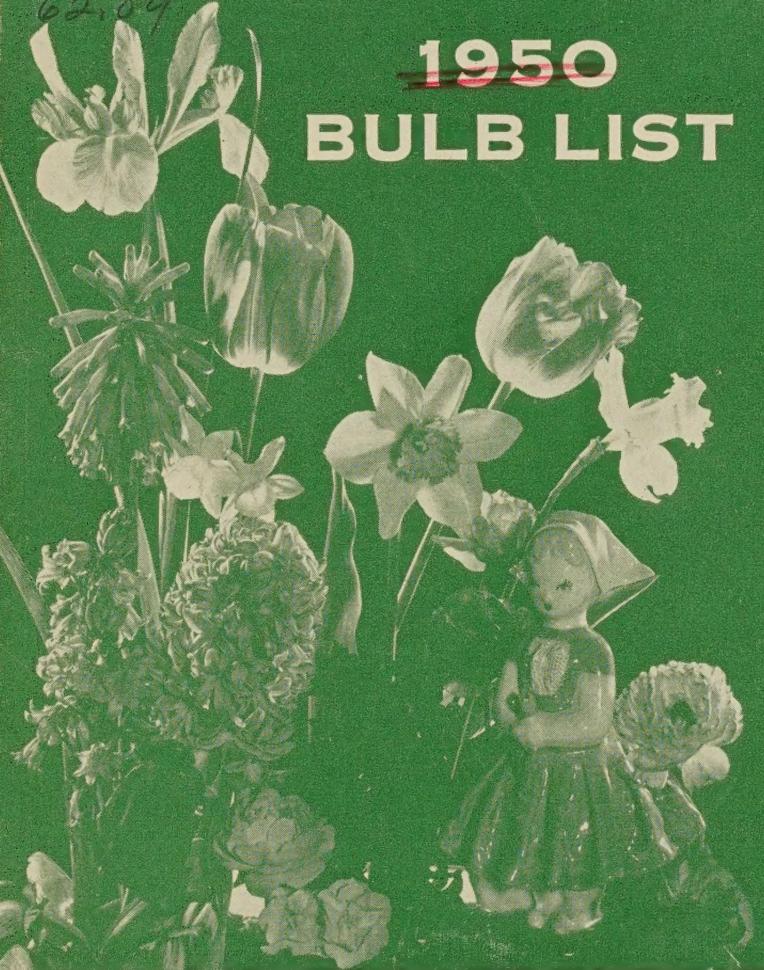


## **Historic, Archive Document**

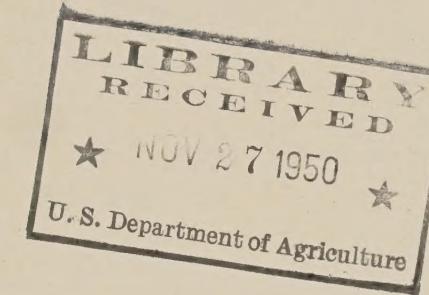
Do not assume content reflects current scientific knowledge, policies, or practices.



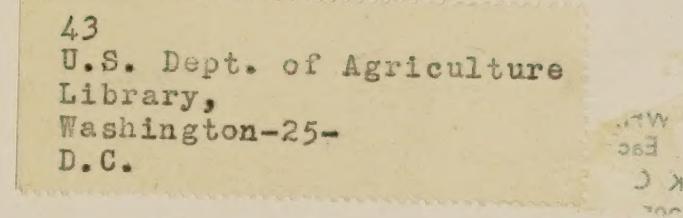


~~1950~~  
**BULB LIST**

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND  
11700 ~~National Blvd.~~, Los Angeles 64, California  
RETURN POSTAGE GUARANTEED



Sec. 34.66, P. L. & R.  
U. S. POSTAGE  
**PAID**  
Los Angeles, Calif.  
PERMIT No. 12531



# Paul J. Howard's Wonderful New Iris

**EXTRAVAGANZA.** One of the most beautiful Iris yet introduced, of elegant form and strikingly contrasting colors, like an exotic orchid. Standards are ivory cream, boldly displayed above falls of iridescent copper, lavender and violet. Very fragrant, very late, grows 40 inches tall. **Each \$5.50.**

**APPOINTEE.** The only Iris in this color range—falls are tinted lime green, standards are large, somewhat ruffled, yellowish green; 4 ft. tall. **Each \$1.00, 3 for \$2.50.**

**BLUE SHIMMER.** Exquisite white flower with shading and pencilling of soft blue on falls and standards. **Each \$1.50, 3 for \$3.75.**

**DIXIE BELLE.** A large white flower with yellow hafts and beard, so deeply ruffled it seems corrugated. Well branched plant, free flowering. **Each \$2.50, 3 for \$6.50.**

**ELMOHR.** One of the showiest and most popular, immense mulberry red flowers on 3 ft. stems. **Each 75c, 3 for \$2.00.**

## COLLECTION of NOVELTY IRIS—One each of the above Unique Iris

**\$19.10 value, for \$15.00.**

ALL IRIS SENT POSTPAID UP TO  
AND INCLUDING 4TH POSTAL ZONE.

## Popular Hardy Iris of Great Beauty and Vigor

**ALICE HARDING.** Large soft yellow blooms on branched stems; nearly everblooming. **Each 35c, 3 for 90c, dozen \$3.50.**

**ANNE MARIE CAYEUX.** Beautifully blended tones of rosy heliotrope, greyish amber and orange, with iridescent cast. **Each 50c, 3 for \$1.25, dozen \$4.50.**

**BLUE CRYSTAL.** Giant light blue, especially fine for warm sections. **Each \$1.00, 3 for \$2.50.**

**CARVED IVORY.** Beautifully formed ivory white blooms on well branched stems. **Each 50c, 3 for \$1.25, dozen \$4.50.**

**CHARMEUR.** Popular light orchid pink. **Each 35c, 3 for 90c, dozen \$3.50.**

**CHINA BOY.** Huge reddish bronze and brown, on tall stems. **Each \$1.00, 3 for \$2.50.**

**ECLADOR.** Rich golden yellow, free flowering. **Each 50c, 3 for \$1.25, dozen \$4.50.**

**FRANCHEVILLE.** One of the most strikingly beautiful Iris we grow. Giant flowers with lilac standards and reddish purple falls shaded brown. **Each \$1.00, 3 for \$2.50.**

**GENEVIEVE SEROUGE.** Massive blooms of tawny yellow flushed pale blue, falls lilac and blue, edged yellow. **Each 50c, 3 for \$1.25, dozen \$4.50.**

## Paul J. Howard's Magnificent New IRIS MRS. RICHARD GORHAM

An exceptional new seedling especially adapted to Southern California gardens. In color it is a pleasing combination of blues—the falls bright campanula blue, veined white in the throat, with yellow beard; the standards an enchanting sky blue. The fragrant flowers are of immense size, wonderful substance, slightly flaring, and appear on sturdy 3 1/2 ft. stems, fairly early in season.

INTRODUCTORY PRICE, EACH \$6.50

**GRACE MOHR.** One of the most popular Iris—tall, lovely pale lilac veined deep violet. **Each 75c, 3 for \$1.75, dozen \$6.50.**

**HERMIONE.** A rich blend of bronze and heliotrope, with falls of mahogany and yellow, marked brown. **Each 50c, 3 for \$1.25, dozen \$4.50.**

**INDIAN CHIEF** Large showy red, falls deep crimson, standards rosy red. **Each 50c, 3 for \$1.25, dozen \$4.50.**

**LOS ANGELES.** An old favorite and still one of the best—large white, faintly edged blue. **Each 50c, 3 for \$1.25, dozen \$4.50.**

**LUX.** Shimmering old gold, apricot rose and carmine. **Each 75c, 3 for \$1.75, dozen \$6.50.**

**MINISTRE FERNAND DAVID.** Standards rich reddish purple, falls deeper glowing red-purple. **Each 50c, 3 for \$1.25, dozen \$4.50.**

**NEMO.** Outstanding big showy violet blue of rich fragrance. **Each 75c, 3 for \$1.75, dozen \$6.50.**

**PALE MOONLIGHT.** Lovely tall pale blue. **Each 35c, 3 for \$1.00, dozen \$3.50.**

**PURISSIMA.** Giant, perfectly formed pure white. **Each 50c, 3 for \$1.25, dozen \$4.50.**

**SAN GABRIEL.** Lustrous lavender flushed rosy mauve; fragrant, vigorous. **Each 35c, 3 for 90c, dozen \$3.50.**

**SNOW FLURRY.** One of the finest white Iris grown. Pure white, faintly flushed ice blue, both falls and standards deeply ruffled and frilled. Tall, early, fragrant. **Each \$1.25, 3 for \$3.25.**

**WILLIAM A. SETCHELL.** One of the largest, flowers often measure 6 inches across, yet of fine form, rich royal purplish blue; free flowering. **Each 75c, 3 for \$2.00, dozen \$7.50.**

**ZAMPA.** Standards and falls of rich metallic blue; free flowering. **Each 50c, 3 for \$1.25, dozen \$4.50.**

## FLOWERLAND COLLECTION

In this collection we have included some of our choicest Iris, outstanding for color, vigor and free blooming habit.

ALICE HARDING. Yellow.....	.35
CARVED IVORY. Ivory white.....	.50
CHARMEUR. Orchid pink.....	.35
ANNE MARIE CAYEUX. Heliotrope, amber.....	.50
HERMIONE. Bronze and heliotrope, maroon.....	.50
LOS ANGELES. White, blue edge.....	.50
MINISTRE FERNAND DAVID. Reddish purple.....	.50
INDIAN CHIEF. Velvety crimson.....	.50
SAN GABRIEL. Large lavender mauve.....	.35
ZAMPA. Metallic blue.....	.50

1 each of the above 10 Iris  
for only \$3.00.

3 each (30 plants) for only \$8.25.

## Paul J. Howard's BARGAIN IRIS ASSORTMENT

This assortment includes many French Hybrid Iris, as well as older popular ones, all grown in our own fields, a grand collection for mass planting and extensive borders.

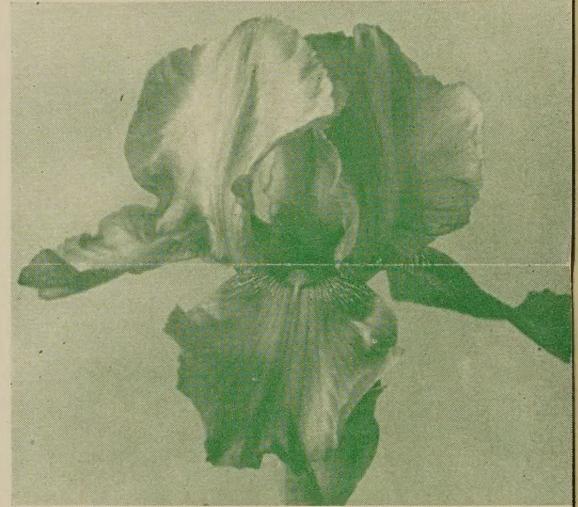
12 VARIETIES ONLY \$2.00

Each one different, unlabelled  
Prepaid through 4th postal zone

100 PLANTS FOR \$15.00



BLUE SHIMMER



TOURNAMENT QUEEN



DIXIE BELLE



# Paul J. Howard's RANUNCULUS

Huge double silken blooms in brilliant shades, long lasting in the garden and as cut flowers.

Plant in full sun, in well drained soil, after October first. Soak a few hours in water, or start in moist sand. Set bulbs with prongs down, 6 to 12 inches apart, and cover about one inch.

Red, Orange, Yellow and Pink Shades, White, and California Flower-land Mixture of these shades.

Jumbo Bulbs: Dozen \$1.50, 100 for \$10.00

Large Size: Dozen 75c, 100 for \$5.00



CALIFORNIA FLOWERLAND RANUNCULUS

## ANEMONES

Brilliant poppy-like flowers, lovely as cut flowers. Culture same as for Ranunculus, setting bulbs pointed side down.

BLUE POPPY. Violet blue, black center.

HIS EXCELLENCY. Scarlet, black center on white base.

THE BRIDE. White, greenish white center.

ROSEA. New rose shades.

CALIFORNIA FLOWERLAND MIXTURE of Above Shades.

Extra Large Bulbs: Dozen \$1.00, 100 for \$8.00



ANEMONES

## MAIL ORDERS

**ALL PACKET SEEDS and ALL SMALL BULBS:** Anemone, Ranunculus, Freesia, Crocus, Oxalis, Dutch Iris, Tigridia, Ixia, Sparaxis, Tritonia, Leucocoryne, Scilla, etc., sent prepaid anywhere in the United States.

**ALL OTHER BULBS:** Daffodils, Narcissus, Jonquils, Hyacinths, Tulips, Lilies, Amaryllis, Calla, Ornithogalum, Gladiolus, Tuberoses, Watsonia—Prepaid up to and including 4th postal zone. (This area includes all of California, Arizona,

Nevada, Western New Mexico, Southern Oregon and Southern Utah.)

**FREE DELIVERY** in Los Angeles Area. Less than 6 Bulbs of any variety or color take the **each or 3 rate**. 50 Bulbs of a variety or color may be ordered at the 100 rate. Please add 3% sales tax to all orders to be sent anywhere in California, 3 1/2% sales tax in Los Angeles.

We do not ship C.O.D. Orders.



STAR OF BETHLEHEM



SPRING SNOWFLAKES

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**  
**11700 National Blvd., Los Angeles 64, California**

## California Flowerland

# GIANT FRAGRANT FRESIAS

Plant in full sun or partial shade, 5 to 6 inches apart, 2 inches deep. Keep soil moist but not too wet.

Pure White, Golden Yellow, Blue, Lavender, Pink, Bright Red.

Extra Large Bulbs: Dozen \$1.00, 100 for \$7.50

CALIFORNIA FLOWERLAND GIANT FRESIAS IN MIXTURE

Dozen 85c, 100 for \$6.00

NEW DOUBLE FRESIAS. Fragrant double blooms in graceful sprays.

ELDER'S JUDY. Double Yellow, and DOUBLE WHITE.

Dozen \$1.00, 100 for \$7.50

## IXIAS

Clusters of strikingly showy flowers, star or cup-shaped. Beds of Ixia, planted in front of our portico, furnished brilliant displays of color for many weeks. Plant in sun or half-shade, in well drained soil, cover one inch.

Afterglow. Carmine and orange.

Bridesmaid. White, red center.

Englishton. Carmine, dark center.

Emperor of China. Yellow, shaded brown.

Vulcan. Crimson and orange.

Dozen 75c, 100 for \$5.00

**GREEN IXIA.** (*Ixia Viridiflora*) Unique flowers of pale green with black throat, on tall stems. Dozen \$2.00, 100 for \$15.00.

## TIGRIDIA

**Mexican Shell Flower.** Among the oddest and most striking flowers grown. Blooms are large, with three pointed petals, marked and spotted on ground of rose, scarlet, orange, yellow, peach, wine red and white. Bulbs ready in February. Dozen \$1.75, 100 for \$12.00.

## TUBEROSES

**Mexican Single.** Spikes of fragrant waxy white flowers. Bulbs ready in February. Dozen 75c, 100 for \$5.00.

**Double Pearl.** Double flowers of richest fragrance. Dozen \$2.00, 100 for \$15.00.

## FLOWER SEEDS

### For Ground Covers, Borders

**ALYSSUM.** Carpet of Snow. White, 3 inches high. Violet Queen. Pkt. 25c, oz. 85c.

**BELLIS.** English Daisy. Crimson, Rose, White, and Mixed Colors. Pkt. 25c.

**CANDYTUFT Umbellata.** Crimson, Flesh Pink, Rose, Lilac, White, and Mixed Colors. Pkt. 25c, 1/2 oz. 50c.

**NEMESIA Nana Compacta.** Mixed Colors. Pkt. 25c.

**VIOLA Cornuta.** Light Blue, Dark Blue, Yellow, White, Apricot, Ruby Crimson, Mixed Colors. Pkt. 25c.

**VIRGINIA STOCK.** *Malcolmia maritima.* Mixed Colors. Pkt. 25c, 1/2 oz. 50c, oz. 90c.

## CALIFORNIA WILD FLOWER SEEDS

**CALIFORNIA POPPY.** *Eschscholtzia Aurantiaca.* Pkt. 25c, oz. 45c, lb. \$4.50.

**LUPINUS Nanus.** Blue Bonnet. Pkt. 25c, oz. \$1.00.

**NEMOPHILA.** Baby Blue Eyes. Pkt. 25c, 1/2 oz. 60c, oz. \$1.00.

**CALIFORNIA WILD FLOWER MIXTURE.** Pkt. 25c, oz. 80c, lb. \$7.00.

## TELEPHONES

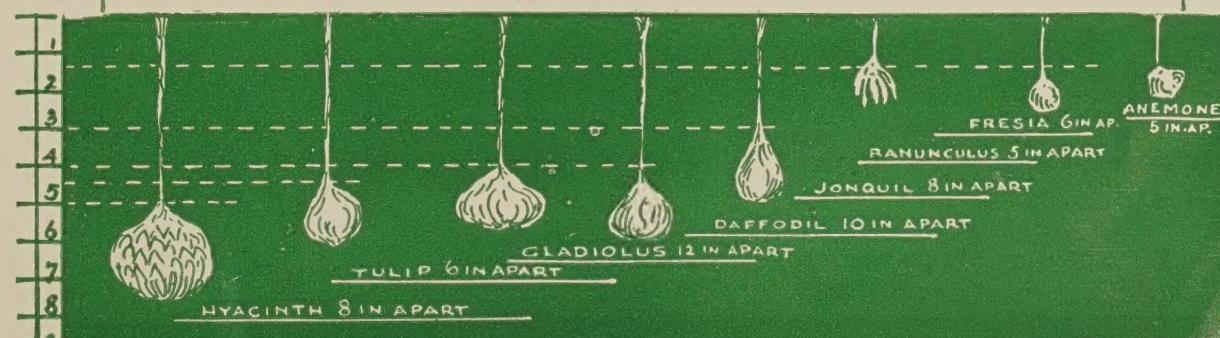
Los Angeles, Westwood, Pasadena, Beverly Hills, Hollywood, etc.

TEXAS 02951

West Los Angeles  
ARIZONA 31171

Santa Monica  
EXBROOK 72118

BULB PLANTING CHART  
This chart shows average depth to plant. In heavy soils, do not cover quite so deeply.



GIANT FRESIAS

## Low Growing Bulbs For Borders

**CROCUS.** Earliest of all bulbs to bloom, large cup-shaped flowers on short stems. Grow in half-shade in the garden, or in pots. Purple, White, Yellow, Striped. Dozen 75c, 100 for \$5.00.

**SCILLA CAMPANULATA.** (Wood Hyacinth) Clear blue bells on 10-inch stems. Plant 4 inches deep. Dozen 75c, 100 for \$5.00.

**MUSCARI CONICUM.** (Grape Hyacinth) Short spikes of small bright blue blooms in early spring. Culture same as Freesias. Dozen 75c, 100 for \$5.00.

**MUSCARI PLUMOSUS.** (Feather Hyacinth) Broad spikes of deep blue feathery blossoms, attractive and unusual. Dozen 75c, 100 for \$5.00.

**OXALIS.** For massing in shade, for pots or hanging baskets indoors. Very easily grown. Grand Duchess White, Pink, Lavender, Bermuda Buttercup—yellow, and Bowiei—bright pink. Dozen 50c, 100 for \$3.50.

# Paul J. Howard's DAFFODILS and NARCISSUS



KING ALFRED DAFFODILS



CLUSTER NARCISSUS

For growing in bowls, indoors, and for early winter bloom in the garden.

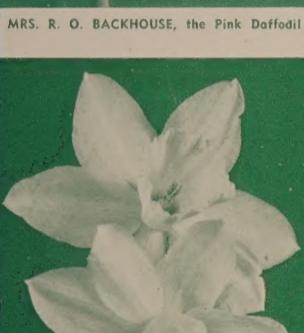
**CHINESE SACRED LILY.** Clusters of fragrant white flowers with yellow cups, most popular of all.

**PAPER WHITE NARCISSUS.** Pure white, fragrant flowers in clusters, easily grown.

**SOLEIL D'OR.** Fragrant yellow with orange cup.

Price of Above Cluster Narcissus: Huge Bulbs: 3 for 55c, dozen \$2.00, 100 for \$15.00.

Large Size: Dozen \$1.50, 100 for \$10.00.



SHORT CROWN NARCISSUS

**BATH'S FLAME.** Deep primrose yellow; cup deep yellow edged orange-red. 3 for 55c, dozen \$2.00, 100 for \$15.00.

**DIANA KASNER.** Creamy yellow, fluted yellow cup edged red. 3 for 55c, dozen \$2.00, 100 for \$15.00.

**FORTUNE.** Immense creamy yellow, broad frilled orange crown, a wonderful show flower. 3 for \$1.00, dozen \$3.50.

**HADES.** Large cream perianth with showy broad cup of cherry red. 3 for \$2.00, dozen \$7.50.

**JOHN EVELYN.** Large white flowers with broad cup of deep cream, frilled and ruffled, one of the finest. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.

**MILFORD HAVEN.** Creamy white, ruffled crown of yellow edged orange scarlet. 3 for \$1.00, dozen \$3.50.

**MRS. BARCLAY.** Pale yellow with frilled open cup edged orange. 3 for 55c, dozen \$2.00, 100 for \$15.00.



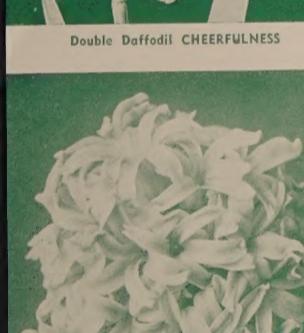
POETICUS AND POETAZ NARCISSUS

**ACTEA.** Broad white perianth, very large eye margined dark red; fragrant; one of the best. 3 for 55c, dozen \$2.00, 100 for \$15.00.

**GLORIOUS.** Clusters of large creamy white flowers, frilled orange cup, early. Dozen \$1.75, 100 for \$12.50.

**LAURENS KOSTER.** Clusters of fragrant creamy white blooms, lemon yellow cup. Dozen \$1.75, 100 for \$12.50.

**ORANGE CUP.** Yellow, with frilled orange cup. 3 for 55c, dozen \$2.00, 100 for \$15.00.



GIANT HYACINTHS

For Pot and Garden Planting

**CITY OF HAARLEM.** Fine yellow, late.

**DELFT BLUE.** Lovely clear medium light blue.

**DUKE OF WESTMINSTER.** Purplish blue, white center.

**GERTRUDE.** Rose pink.

**KING OF THE BLUES.** Dark blue.

**LA VICTOIRE.** Showy carmine red.

**L'INNOCENCE.** Massive spikes of pure white.

**MYOSOTIS.** Light forget-me-not blue.

**PRINCESS MARGARET.** Soft pink.

**MIXED COLORS.**

Price for Top Size Bulbs: (19 centimeters): 3 for \$1.00, dozen \$3.50, 100 for \$27.50

BEDDING HYACINTHS

(15-16 centimeters)

**GERTRUDE.** Rose pink.

**KING OF THE BLUES.** Dark blue.

**L'INNOCENCE.** White.

**MYOSOTIS.** Light blue.

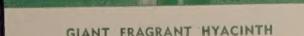
**MIXED COLORS.**

Price: 3 for 65c, dozen \$2.00, 100 for \$15.00

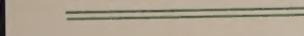
**FRENCH ROMAN HYACINTHS**

Distinct in form and earliest of all Hyacinths to bloom; each bulb produces several spikes of dainty fragrant blooms in December, from bulbs planted in early fall. Splendid for pot culture, planting 3 or more bulbs in each pot. **White, Blue, Pink.**

3 for \$1.00, dozen \$3.50, 100 for \$27.50



**GIANT FRAGRANT HYACINTH**



## California Flowerland GLADIOLUS

Make plantings monthly from December until April, for continuous show of bloom all spring and summer. Bulbs ready in November.

**ABU HASSAN.** Deep violet blue.

**BAGDAD.** Large smoky old rose.

**BEACON.** Rosy scarlet, cream throat.

**B' O'HEAVEN.** Deep orange, yellow throat.

**BURMA.** Large ruffled deep rose, outstanding.

**DR. F. E. BENNETT.** Fiery scarlet, white stripe on lower lip; tall straight spike.

**ELIZABETH THE QUEEN.** Ruffled lavender.

**KING LEAR.** Ruffled deep reddish purple.

**MARGARET BEATON.** White, crimson blotch.

**MYRNA.** Early ruffled deep cream, yellow throat.

**PICARDY.** Salmon pink, large, fine form.

**PURPLE SUPREME.** Tall bright purple, silvery edge.

**SNOW PRINCESS.** Large pure white.

**SOMATINE.** Immense flesh pink, very tall, early.

**STOPLIGHT.** Brilliant deep red, ruffled.

**SURFSIDE.** Lovely ruffled buff white, lavender markings.

**VAGABOND PRINCE.** Garnet brown with red throat.

**WHITE GOLD.** Huge creamy white, golden throat.

**CALIFORNIA FLOWERLAND MIXTURE.** A blend of the above varieties and many choice European novelties.

PRICE: Dozen \$1.00, 25 for \$1.85, 100 for \$7.00

All Bulbs offered are Giant or Jumbo Double Nose size, except as noted

PLANTING INSTRUCTIONS: Set bulbs from 4 to 6 inches deep, depending on whether soil is heavy or light. The soil should be moist and workable with some bone meal spread in it, to do this mix manure in soil where bulbs are to be planted. Water deeply after planting and mulch with peat or leaf mold. Then do not water again until leaves appear above the ground. Light shade is best for bulbs. Narcissus should be planted in October and November, to give bulbs a good start.

### LARGE TRUMPET DAFFODILS

**BEERSHEBA.** Huge white trumpet blooms. Each 75c, 3 for \$2.00, dozen \$7.50.

**DAWSON CITY.** Large golden yellow. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.

**GOLDEN HARVEST.** Early tall massive golden yellow. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.

**KING ALFRED.** Giant golden yellow, vigorous, free flowering. Mammoth solid Jumbo Bulbs: 3 for 85c, dozen \$2.75, 100 for \$18.00.

**Extra Large Bulbs:** Dozen \$1.75, 100 for \$12.00.

**MRS. R. O. BACKHOUSE.** The Pink Daffodil. Lovely ivory white petals, long fringed trumpet of apricot pink. Each 75c, 3 for \$2.00, dozen \$7.50.

**PRESIDENT LE BRUN.** Beautiful bicolor—deep yellow trumpet tinged orange, petals pure white. 3 for 85c, dozen \$2.75, 100 for \$18.00.

**SILVER STAR.** Creamy white, primrose yellow trumpet. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.

**TUNIS.** Ivory white, crown edged gold. 3 for \$1.00, dozen \$3.50.

### California Flowerland DAFFODIL MIXTURE

This assortment is made up of top quality Daffodils, including many novelties as well as popular named ones, and choice seedlings, selected for a long blooming season and strong growth. For mass planting of large areas, and for naturalizing, you can obtain no better mixture.

Dozen \$1.75. 100 for \$12.50. (50 at the 100 rate).

### SMALL FLOWERED NARCISSUS

**ANGELS' TEARS.** (*Triandrus Albus*) Exquisite little white flowers in drooping clusters, with reflexed perianth. 3 for \$1.00, dozen \$3.50.

**BULBCODIUM CONSPICUOUS.** Yellow Hoop Petticoat. Small yellow bell-shaped flowers. 3 for 45c, dozen \$1.50.

**FEBRUARY GOLD.** Very early yellow, with yellow trumpet fringed orange. 3 for 55c, dozen \$2.00, 100 for \$15.00.

**MOONSHINE.** Exquisite star-shaped creamy flowers in pendant clusters. 3 for \$1.00, dozen \$3.50, 100 for \$15.00.

### FRAGRANT JONQUILS

Dainty golden yellow, like miniature Daffodils, several to a stem, charming for massing and borders.

**GOLDEN PERFECTION.** Beautifully formed golden yellow blossoms, new large type. 3 for 75c, dozen \$2.50, 100 for \$17.50.

**JONQUILA SIMPLEX.** (*Queen Anne's Daffodil*) Small fragrant golden yellow. Dozen \$1.50, 100 for \$10.00.

**CAMPERNELLE SINGLE.** Deep yellow. Dozen \$1.50, 100 for \$10.00.

**CAMPERNELLE DOUBLE.** Several small double yellow blooms to a stem. Dozen \$2.00, 100 for \$15.00.

### DOUBLE NARCISSUS

**CHEERFULNESS.** Clusters of fragrant double white blooms. Dozen \$1.75, 100 for \$12.50.

**IRENE COPELAND.** One of the most striking; large double creamy white petals interspersed with lemon and orange yellow. 3 for \$2.00, dozen \$7.50.

**TWINK.** Large double primrose yellow and orange, early. 3 for 90c, dozen \$3.00, 100 for \$22.50.

Price of Above Hybrid Lilies: Each \$2.25; 3 for \$6.50; dozen \$24.00

### How To Grow Fine Hyacinths

#### How To Grow Fine Hyacinths

POT CULTURE: Select only the largest Hyacinth bulbs. Pot them in rich soil, providing good drainage, either singly in 4-inch pots or plant three or more in 6-inch pots or bulb boxes. Water thoroughly, then store in a cool dark place for a few months until roots are well developed and top growth starts. Then bring into light, keep at cool temperature and water regularly.

FOR PLANTING OUTDOORS: Plant Hyacinth bulbs in groups in well drained soil enriched with bone meal, 5 to 7 inches deep. Use no manure in the soil. Water lightly and keep moist.

ALASKA. New giant yellow.

WEDGEWOOD. Favorite large clear blue, early.

WHITE EXCELSIOR. One of the best pure white.

WHITE PEARL. Large pure white, yellow spot on lip.

Price of Above New Dutch Iris: 3 for 65c, dozen \$2.00, 100 for \$15.00

The Above 3 Dutch Iris: Dozen \$1.25, 100 for \$8.50

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# California Flowerland CALLAS

## CALLA

**WHITE CALLA.** (Aethiopica) Large waxy blooms for cut flowers and borders in shade. Plant in rich, well drained soil. Mammoth Bulbs: 2 for 75c, dozen \$3.75. Large Bulbs: 3 for 75c, dozen \$2.50.

**GODFREY CALLA.** White blooms of graceful form and medium size. 2 for 75c, dozen \$3.75.

**BABY WHITE CALLA.** Potted plants only. Each 50c, dozen \$5.00.

**BLACK CALLA.** (Arum pictum) Deep maroon blooms, odorless. Each 75c, 3 for \$2.00, dozen \$7.50.

**PINK CALLA.** Dainty light pink blooms of medium size. Each 60c, 3 for \$1.50, dozen \$5.00.

**YELLOW CALLA.** (Elliottiana) Foliage marked with silver. Grow in pots or shady beds. Mammoth Bulbs, each 75c, 3 for \$2.00, dozen \$7.50. Large Bulbs, each 45c, 3 for \$1.25, dozen \$4.50.

## New Giant Calla HERCULES

One of the sensations of the plant world. Plants form large decorative clumps that may be grown as individual specimens or massed in the shade garden. Both foliage and blooms grow to a height of 4 feet or more. The rich glossy leaves are as ornamental and large as those of Caladium, Elephant's Ear.

The massive pure white flowers are of heavy texture, 10 inches across and somewhat flared, and are borne on towering stems, simply stunning in large flower arrangements.

The planting of Hercules Callas in front of our store has attracted great attention, and we are glad to be able to offer this fine variety. Plants only.

**Each \$2.50, 3 for \$7.00**

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND  
11700 National Blvd., Los Angeles 64, California**

